

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer concludes the analysis about the kinds of pempek and the innovation of pempek and gave some suggestions to the producer of pempek in Palembang.

5.1 Conclusion

Pempek is one of the traditional foods from Palembang. Pempek is the importance culinary tourism in Palembang because it is the icon of tourism in Palembang beside Ampera Bridge. Pempek becomes one of the reasons why people do travel. Pempek is not only being a typical food from Palembang but also has become the identity of Palembang. There are some kinds of pempek Palembang that made and sold by producer of pempek and Palembang people. The writer tried to make an innovation product of Pempek because innovation product is importance to keep the existence of Pempek. From the data in chapter IV, there are four new kinds of innovation of pempek that can be made and sold as a new product of Pempek. They are Pempek Ranjau, Pempek, Rainbow, Pempek Sausage (Sosiz), and Pempek Pasta Gondrong.

5.2 Suggestion

After knowing some kinds of pempek that were sold in pempek Mang Din, the writer would like to give some suggestions to Pempek & Kemplang Mang Din (Kgs. H. Syarifuddin). First, Pempek & Kemplang Mang Din should have some brochures, website or online shop to promote the products of pempek. That rules will be helping the visitors to found the shop. Second, the producer of Pempek should improve the kinds of pempek that will be sold in their shop. For example, they could make new product of Pempek as their innovation. Therefore, the writer suggests that producers of pempek have to explore about the importance of pempek as a culinary tourism in Palembang and study about the innovation product.